

Learning Conversation Notes	
Name of Partner: Kids Involuntarily Inhaling Secondhand Smoke (KIISS)	Date: 8 January 2008
Conversation Participants: Jean Carter, Paul McIntyre, Cathy Ferron, Nancy Baggett, Don Ferretti, Debbie Blagsvedt, Angela Ridgway, Heidi Kolbe.	
Outcome: Parents and caregivers of children prenatal through five are knowledgeable about the dangers of secondhand smoke so that they protect their children from exposure.	
Performance Measures: <ul style="list-style-type: none"> • Demographics for parents and children according to the categories mandated in the First 5 Placer Demographic Tool. In addition the following will be required; number of children served directly, the number of children served indirectly and the number of parents/caregivers served. • Results of pre-assessment from class participants on the status of their children's exposure to secondhand smoke. • Results of class participants' follow-up surveys measuring their knowledge of the dangers of secondhand smoke and their actions in protecting children from exposure. • Status of video and toolkit production. • The number of KIISS presentations and or trainings to agencies (when and which agency). 	
Number of Children Served:	97
When served:	7/1/2007 to 1/8/2008
Gender:	
- Male	30
- Female	47
- Unknown	20
Ages:	
- Prenatal	10
- < 1 year	25
- 1 year	8
- 2 years	10
- 3 years	15
- 4 years	22
- 5 years	6
- Unknown	1
Ethnicity:	
- Alaskan Native/ American Indian	6
- Asian	6
- Black/African American	2
- Hispanic/Latino	40
- Pacific Islander	
- White	29
- Multiracial	14
- Other	

What is this data telling us about achievement of outcomes?

Demographics

- The 20 children of unknown gender age fall into two categories: prenatal, or the parent skipped the question on the survey.
- The high number of Alaskan Native/American Natives resulted from the presentation in Auburn to Native TANF Program. KIISS made this connection through the Outcome Faire.
- One KIISS strategy was to reach parents by presenting through other agencies which resulted in a broad reach of ethnicities and regions. KIISS did outreach in King's Beach, Truckee, and Auburn.
- The number of prenatal and young babies is a good sign that the parents of such young children are being exposed to this message.
- The White ethnicity percentage is low compared to the overall Placer County demographics. This probably has to do with where the outreach was done.
- The special needs survey question continues to be challenging for parents to answer. They have questions regarding whether their child qualifies. A large number of respondents skip this question.
- Great inroads in the Tahoe area have been made due to KIISS' outreach effort and partnership with Head Start.
- There weren't many children served in Western Placer and Greater Foothills. KIISS may need to target these areas in the future.
- A few participants are out of county. First 5 still wants to capture the information as children served, but identify them as being out of county. The First 5 evaluator is working on a simple way to capture this in the demographic tool.
- 70 parents received the information. Their demographics are in line with the children served with the exception of multi-racial ethnicity which shows the generational differences.

Pre-assessment Tool

- 41% of respondents said they or someone in the home smoke. The other ~60% (who don't smoke) still attend presentations. This is an existing group attending the training through a partner agency.
- KIISS parent participant population has a higher percentage of smokers than Placer county. This may be because some of the groups KIISS targets have higher smoking percentages (ex: ethnicity, ages).
- The responses to the question 'Do you or anyone who lives in your home smoke in the home?' seem low. It may be because the questionnaire asks for name, and then asks if they smoke in the home, which makes respondents answer this way. Because of this,

KIISS may not be able to use this question to assess the impact of the presentation in the follow up survey.

- The question regarding the knowledge of danger of secondhand smoke will speak to the outcome because this is the baseline of knowledge before the presentations. 15% of respondents said they don't know much at all, while 45% said they are very informed (~83% say they are knowledgeable about the dangers of secondhand smoke).
- The strength of the KIISS' partnership with agencies should be utilized to improve accuracy and response rates. When the partner agency has a good trust relationship with its participants, and they set up the questionnaire and presentation, it may help with getting honest answers on the pre-assessment questionnaire and also more follow up survey responses. KIISS should also stress that they won't share names with any agencies. Additionally, work with the partner agency to determine if/how they will incorporate the KIISS information in the future work with parents.
- Comments from the pre-assessment survey help to validate the responses, and show that people have some knowledge of the dangers of second hand smoke and that they try to protect their children.

Follow Up Survey

- The low response rate of the follow up survey (8 responses out of 70, 14%) makes it difficult to compare results to pre-assessment survey to determine the impact of the presentation.
- Impact of presentations:
 - Majority of parents (7 of 8) are telling others about the dangers of secondhand smoke. (Also hearing this anecdotally from participants).
 - Half of the respondents (4 of 8) said they made changes based on the information they learned.
 - 7 of 8 of parents are protecting their children from second hand smoke.
 - All the respondents learned something from presentation, including that they can ask others to stop smoking around their children.
 - All the respondents rank themselves well informed after the presentation.
- Some possible reasons for the low response of follow up survey:
 - survey size,
 - length of time after presentation,
 - cultural expectation,
 - partner agencies engagement,
 - not getting as connected with participants through translator,
 - difficulty for participants to read and respond to survey.
- Some suggestions for improving follow up survey response rate:
 - Enlist help of hosting agencies in getting follow up responses
 - Have partner give survey at the start of a future meeting.
 - Improve connection with participants
 - Offer an incentive applicable to population and region

Video and Toolkit Production

- English version of brochure and decals are ready for printing. Spanish translation is 99% complete.
- Survey tools have been rewritten in English and Spanish and are in use.
- Power point presentation is halfway done.
- Packaging is complete and ready for printing.
- Make sure to have the latest First 5 logo for materials before printing.
- Colfax High School's Peer Helper class was awarded the mini-grant and is creating a film. They will have a screening of the film at the Colfax Theater in March.
- Video is in mid-production with expected completion in March. KIISS needs to make sure it goes through Dr. Burton and Commission for review before publishing.
- The toolkit will enable partner agencies to have and share the knowledge with the parents they are serving.

Number of KIISS presentations

- KIISS gave 12 presentations in Roseville, Auburn, King's Beach, and Truckee.
- Next round: Adelante (try), New Leaf (if new group of people), WIC Roseville, WIC Auburn (try), new geographic areas already mentioned, TANF (if new group).
- Suggestions: Applegate Acres of Hope, WarmLine Family Resource Center, PCOE Childcare providers, and all other funded First 5 partners.
- Specifically continue to engage the regional/ethnic spread and outreach to new areas.

In what ways will we apply what we have learned from our data?

Demographics

- Look at changing the survey layout regarding the gender question to improve response on this question.
- When parents approach KIISS with concerns about special needs, continue referring them to resources like PCOE or Head Start.
- Make connections with other First 5 partners to extend reach, some examples: Head Start in Clipper Gap and Foresthill, Family Resource Center in Colfax, Lincoln Lighthouse Family Resource Center, and Western Placer Unified School District Pre-school Program, and Chapa De Indian Health Clinic.

Pre-assessment

- Segment the pre-assessment survey data based on whether the respondents are smokers or non-smokers to get a better understanding of who feels informed and how behaviors are linked to this.

- In the next 6 months, improve the questionnaire introduction to explain importance of answering questions honestly, the usage of the information, and explain that the focus is on the health of the kids (not judging the parents).

Follow Up Survey

- One idea is to have a Spanish speaking trainer to engage with Hispanic participants vs. using a translator attached to the partner agency.
- Continue using incentives to increase follow up survey responses, however keep incentives relevant to the region and the demographics of the participants.
- Administer follow up survey within 2 – 3 weeks after presentation.
- Goal for KIISS is to have more statistically relevant follow up response, which is a minimum of 30%.

Tool Kits

- KIISS experiences with video production would be helpful to share with other First 5 partners (maybe at a partner lunch). This may also help KIISS to recruit other partners to use the new toolkit, including the video, to spread the message about the dangers of secondhand smoke to the parents they serve.

Next Steps

- Increase follow up survey responses to at least 30%.
- Preview video with Dr. Burton and gain final approval from the Commission before production.
- Continue the kind of outreach already started, to the rest of the county.
- Next Learning Conversation: Tuesday June 17th, 8:30am – 12:00pm